



KMOV  
One Memorial Drive  
St. Louis, MO 63102

Price Miner Creative Strategies  
5248 Waterman Blvd  
St Louis, MO 63108

## Contract # 858042

**Schedule Dates** 10/01/12-10/21/12  
**Advertiser** Citizens for Hylla/Callis/John Knight (40134)  
**Agency** Price Miner Creative Strategies (10729)  
**Product** Political - State District Judge (1197)  
**Brand** Democrat (152221)  
**Salesperson** McNamara, Julie (2389)  
**Sales Office** KMOV-St. Louis  
**Buyer Name** Price,Sherry  
**Phone/Fax** (314) 367-8082 /  
**CPE** N/A  
**Account Types** Local/Political Candidate - Agency  
**Billing Type** Standard  
**Comments**

**Date Entered** 09/27/12  
**Last Modified** 10/01/12  
**Entered By** Julie McNamara  
**CO-OP** No  
**Headline #** 10/1 - 10/21  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$3,405.00  
**Net Total** \$19,295.00  
**Sales Tax**

## St. Louis (KMOV) (KMOV)

By Broadcast Month	Spots	Rate
Oct. 2012	50	\$22,700.00
<b>Grand Total:</b>	<b>50</b>	<b>\$22,700.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	10/01/12-10/04/12	2	:30	20015- News @ 6am M-F	3	X	X	X	X				3	\$270.00	\$810.00	St. Louis (KMOV) (KMOV)		9/27/12
2.0	Normal Line / SPOT	10/08/12-10/11/12	2	:30	20015- News @ 6am M-F	3	X	X	X	X				3	\$270.00	\$810.00	St. Louis (KMOV) (KMOV)		9/27/12
3.0	Normal Line / SPOT	10/15/12-10/18/12	2	:30	20015- News @ 6am M-F	3	X	X	X	X				3	\$270.00	\$810.00	St. Louis (KMOV) (KMOV)		9/27/12
4.0	Normal Line / SPOT	10/01/12-10/18/12	4	:30	137124- Katie	5	X	X	X	X				10	\$90.00	\$900.00	St. Louis (KMOV) (KMOV)		9/27/12
4.0.1	Closed Preempt	10/01/12															St. Louis (KMOV) (KMOV)	I-NA on Entry/Exception - does not meet bump rate	
4.0.2	Closed Preempt	10/01/12															St. Louis (KMOV) (KMOV)	I-NA on Entry/Exception - does not meet bump rate	
4.0.3	Closed Preempt	10/01/12															St. Louis (KMOV) (KMOV)	I-NA on Entry/Exception - does not meet bump rate	
4.0.4	Closed Preempt	10/01/12															St. Louis (KMOV) (KMOV)	I-NA on Entry/Exception - does not meet bump rate	
4.0.5	Closed Preempt	10/01/12															St. Louis (KMOV) (KMOV)	I-NA on Entry/Exception - does not meet bump rate	
5.0	Normal Line / SPOT	10/01/12-10/18/12	2	:30	20023- News @ 12noon M-F	2	X	X	X	X				6	\$500.00	\$3,000.00	St. Louis (KMOV) (KMOV)		9/27/12
6.0	Normal Line / SPOT	10/01/12-10/18/12	4	:30	28663- Dr. Phil	3	X	X	X	X				6	\$270.00	\$1,620.00	St. Louis (KMOV) (KMOV)		9/27/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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6.0.1	Closed Preempt	10/01/12															St. Louis (KMOV) (KMOV)	I-NA on Entry/Exception - does not meet bump rate	
6.0.2	Closed Preempt	10/01/12															St. Louis (KMOV) (KMOV)	I-NA on Entry/Exception - does not meet bump rate	
6.0.3	Closed Preempt	10/01/12															St. Louis (KMOV) (KMOV)	I-NA on Entry/Exception - does not meet bump rate	
7.0	Normal Line / SPOT	10/01/12-10/18/12	2	:30	20054- News @ 5pm M-F	3	X	X	X	X				9	\$750.00	\$6,750.00	St. Louis (KMOV) (KMOV)		9/27/12
8.0	Normal Line / SPOT	10/01/12-10/18/12	2	:30	20062- News @ 10pm M-F	1	X	X	X	X				3	\$1,500.00	\$4,500.00	St. Louis (KMOV) (KMOV)		9/27/12
9.0	Normal Line / SPOT	10/07/12-10/21/12	1	:30	20132- CBS Sunday Morning	1							X	3	\$750.00	\$2,250.00	St. Louis (KMOV) (KMOV)		9/27/12
10.0	M/G For 4.0.1,4.0.2,4.0.3,4.0.4,4.0.5 / SPOT	10/03/12-10/05/12	1	:30	137124- Katie	3			X	X	X			3	\$250.00	\$750.00	St. Louis (KMOV) (KMOV)		10/1/12
11.0	M/G For 6.0.1,6.0.2,6.0.3 / SPOT	10/03/12-10/05/12	2	:30	28663- Dr. Phil	1			X	X	X			1	\$500.00	\$500.00	St. Louis (KMOV) (KMOV)		10/1/12
12.0	Normal Line / SPOT	10/03/12-10/05/12	2	:30	109720- News @ 10pm M-F Rebroadcast	1			X	X	X				\$10.00		St. Louis (KMOV) (KMOV)		10/1/12
12.0.1	Preempt	10/03/12															St. Louis (KMOV) (KMOV)	I-NA on Entry/Exception - does not meet bump rate	

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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